ONE DISTRICT ONE PRODUCT PROGRAMME OF GOVERNMENT OF UTTAR PRADESH: A CRITICAL STUDY OF WESTERN UTTAR PRADESH

SYNOPSIS

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Submitted By

AVDHESH KUMAR SINGH

Under the Supervision of

PROF. JYOTI GOGIA
(Co-Supervisor)
Department of Economics
Faculty of Social Sciences

PROF. VIJAY KUMAR GANGAL
(Supervisor)
Department of Applied Business Economics
Faculty of Commerce

DEPARTMENT OF APPLIED BUSINESS ECONOMICS, FACULTY OF COMMERCE

DAYALBAGH EDUCATIONAL INSTITUTE (DEEMED TO BE UNIVERSITY)

DAYAL BAGH, AGRA – 282005

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1.0 INTRODUCTION

'One District One Product' (ODOP) Programme of Government of Uttar Pradesh (GoUP) was initiated on 24th-January, 2018 to preserve, encourage and develop indigenous and specialized products and crafts in the state. In the world, Japan was the first country to initiate the '**One Village One Product Movement'** (OVOP), an idea of the regional development programme which originated in the year 1979 in the Oita Prefecture, Japan by Morihiko Hiramatsu, who deeply advocated OVOP movement and popularly known for initiating within the prefecture and implemented the same in the year. The concept of OVOP Movement was laid on three main principles namely '**Local Yet Global', 'Self Reliance and Creativity', and 'Human Resource Development.**

The OVOP movement in Japan had a huge success. China was the next country that adopted this concept in Shanghai city and referred to this as "One Hamlet One Product" (OHOP). It was largely adopted in rural areas where the income of the people grossly depends on the agriculture sector. The movement was a great success. After it, many other countries in the world were further inspired and adopted this concept by different titles like the Philippines (One Barangay One Product), Malaysia (Satu Kampong Satu Produk), Vietnam (One Commune One Product), and Laos (Neuang Muang Neuang Phalittaphan) for hope to overcome regional imbalances and boost the income of their citizens. In 2001, Thaksin Shinawatra then Prime Minister of Thailand initiated the similar program, "One Tambon One Product" (OTOP) as one pillar of 'Thaksinomics', his set of economic policies aiming to stimulate an economy severely affected by the economic crisis of 1997 **(Valentine, N. 2018).** In 2004, 78 districts out of 134 districts in Malaysia came under the One District One Industry Programme producing products under four categories of industries, namely crafts food products rural industry products as well as services, and involved 1,420 entrepreneurs **(Kader, Mohamad, Hj, & Ibrahim, 2009).**

In 2006, our neighboring country, Pakistan introduced this similar concept to promote small businesses in rural areas and its central government started Aik Hunar Aik Nagar (AHAN) through the Small and Medium Enterprise Development Authority (SMEDA) of Pakistan **(Khalid & Rashid, 2019).**

TABLE – 01: LIST OF ODOP PROGRAMMES IN DIFFERENT COUNTRIES

Country	Implementing Agency	Titles of Programme and Main Objective	Year
Bangladesh	Export Promotion Bureau	One District, One Product • Alleviate problems generated by rural to urban migration	2008
Cambodia	OVOP National Committee	One Village, One Product • Local development and expanding export basket	2006
China	Several	One Hamlet, One Product Movement (Shanghai) One Town, One Product Movement (Shanghai) One Region, One Vista Movement (Shanghai) One Village, One Treasure Movement (Wuhan) One Community, One Product Movement (Jiangsu Province) One Product Movement (Jiangsu Province) One Village, One Product Movement (Shaanxi Province) One Village, One Product Movement (Jianxi Province) • Poverty alleviation in the rural agriculture-based area based on brand agriculture.	1983
Columbia	Department of National Planning	Otra Villa, Otro Producto • Poverty alleviation in rural agriculture-based areas	2008
Ecuador	Several	Un Pueblo, Un Producto • Poverty alleviation in rural agriculture-based areas	-
Ethiopia	Ministry of Agriculture	One Village One Product Promotion Project • Agriculture commercialization through business training	2010
Indonesia	Several, including Bangli and Badung counties and Java Province	One Village, One Product • Agribusiness Project • Back to Village (East Java) • Rural agricultural development, citrus plantations	2011
Japan	Oita Prefectural Government (http://www.ovop.jp/en/)	One Village, One Product • Reverse rural depopulation, increase regional autonomy, and reduce dependency on central government	1979
Kenya	Ministry of Industrialization (http://www.ovop.go.ke)	One Village, One Product • Develop and grow MSMEs to increase employment and industrialization	2011
Lao People's Democratic Republic	Department of Production and Trade Promotion	Neuang Muang, Neuang Phalittaphan Movement • Promote local small businesses and improve the livelihood of residents	2009

Malawi	Ministry of Industry and Trade	One Village, One Product • To generate incomes and wealth for the Malawian society by community mobilization, poverty alleviation.	2003
Malaysia	Ministry of International Trade and Industry	Satu Kampung, Satu Produk Movement Satu Daerah, Satu Industri, • Developing local industries into a commercially viable product	2006
Mongolia	Office of the Deputy Prime Minister	Neg Baag, Neg Shildeg Buteegdekhuun • Develop rural entrepreneurial capacity and facilitate a business-conducive environment.	2005
Nepal	Federation of Nepalese Chambers of Commerce and Industry	One Village, One Product • Engage local skills and resources in creating enterprises and employment opportunities for balanced economic growth	2006
Nigeria	Abuja Enterprise Agency	One Village, One Product • Poverty alleviation, employment generation, wealth creation, and value reorientation	2007
Pakistan	Ministry of Production	Aik Hunar Aik Nagar • Increase exports and reduce rural poverty	2007
Peru	Ministry of External Commerce and Tourism	Un Pueblo, Un Producto, Peru • Local entrepreneurship promotion and agricultural employment creation	-
Philippines	Department of Trade and Industry	One Town, One Product One Barangay, One Product Movement One Region, One Vision Movement • Local entrepreneurship promotion and agricultural employment creation	2004
Senegal	Ministry of Craft Industry	One Village, One Product • Increase the income of local producers	2011
Taiwan, Province of China	SMEA, Ministry of Economic Affairs	One Village, One Product Agribusiness Project • Developing and promoting local cultural industries in Indonesia	2011
Thailand	Office of the Prime Minister	One Tambon, One Product • Local entrepreneurship and (rural) stimulus program	2001
Uganda	Ministry of Trade Industry and Cooperatives (http://www.mtic.go.ug/index.php?/one-village-article/)	One Village, One Product • Integrated community development	2008
United States	Several	One Village One Product Day Los Angeles, USA One Parish One Product Movement Louisiana, USA • SME development'	-

Vietnam	Department of Agriculture and Rural Development, Program Management Organization (OCOP) Quang Ninh	One Commune One Product (OCOP) Strategy, Quang Ninh Province	2013

Source: Puutio, A. (2020) IPRs, Creative Economies, and Localized Development Initiatives. ARTNeT Working Paper Series, 202, 01-59.

1.1 Uttar Pradesh: ODOP Emergence and Economic Position

Uttar Pradesh is the fourth largest state of India in terms of area (2,40,928 sq.km.) comprising 7.3% of the total area of the country. It is also the most populous state of India **(Census 2011)** consisting 16.5% of the total population of the country. The export of handicrafts from Uttar Pradesh significantly contributes 44% of the total export of handicrafts from the country. Correspondingly, the contribution of the state in carpets is 39% and followed by 26% in leather and leather products. The share of Uttar Pradesh in total exports from the country is 4.73%. Almost every district in the State has one or more unique products – be it in handicrafts, handlooms or agriculture/horticulture produce or small enterprises, with distinct identity at national and international levels **(ODOP Book - http://odop.up.in)**. The Gross State Domestic Product of Uttar Pradesh for 2018-19 (at current prices) was estimated to be Rs. 14,88,934. This is 8% higher than the revised estimates for 2017-18 **(Uttar Pradesh Budget 2018-19)**. The One District One Product (ODOP) Programme was envisioned and subsequently inaugurated on 24-01-2018 by the Hon'ble Chief Minister of UP Shri Yogi Adityanath on the day of Uttar Pradesh Divas. This project by the Government of Uttar Pradesh (GoUP) aims to encourage more visibility and sale of indigenous and specialized products/crafts of Uttar Pradesh, generating employment at the district level. In this project, one product has been selected in each district of Uttar Pradesh. In ODOP those product/s has/have been selected that are traditionally prominent for their manufacturing in that district/s (e.g., the capital city of state Lucknow is famous for zari-zardozi and chikankari).

The Uttar Pradesh government appointed bollywood actress Kangana Ranaut as the brand ambassador of its 'one district-one product' programme. In 2020-21, e-commerce platform Flipkart sold more than 2 crore One-District One-Product products worth around Rs. 1,000 crore benefitting lakhs of

small artisans and craft person in the state **('The Times of India' Lucknow News, TNN: Updated 31-10-2021 08:35 IST)**.

TABLE – 02: ODOP PROGRAMME IN NUTSHELL

Programme	One District One Product **(ODOP)**
Started On	24-01-2018 (U.P. Divas)
Implemented By	Government of Uttar Pradesh (GoUP)
Main Purpose	To preserve, encourage and develop indigenous and specialized products and crafts in the state.
Area Covered	75 Districts of Uttar Pradesh
Schemes	04
1. Common Facility Centre Scheme (CFCS)	Entities that can participate in the establishment of 'Common Facility Centre' are NGOs, Volunteer Organisation, Self Help Groups, Producer Companies, Limited Liability Companies, Limited Liability Partnerships and Cooperatives.
	It Includes: - • Testing Labs • Design Development and Training Centre. • Raw Material Bank/ Common Resource Centre. • Common Production/ Processing Centre • Common Logistic Centre • Information, Communication, and Broadcasting.
2. Marketing Development Assistance Scheme (MDAS)	It aimed at achieving fair pricing for the artisans, weavers, entrepreneurs, and exporters of the ODOP products through better marketing. This scheme provides financial assistance to participants of national and international fairs, exhibitions for display and sale of their products selected under ODOP.
	It Includes: - • Product Exhibition cum Selling Centre. • Packaging, Labelling, and Bar-Coding Facilities.
3. Skill Development and Tool Kit Distribution Scheme (SD-TKDS)	It aimed at fulfilling current and future requirements of a skilled workforce in the entire value chain of ODOP products, across the state of Uttar Pradesh. Additionally, the scheme intends to equip the artisans/workers through the distribution of relevant advanced tool kits.
	It Includes: - • Technical Research and Training Centre.
4. Finance Assistance Scheme (FAS)	All nationalized banks, regional rural banks, and other scheduled banks will finance the scheme and the Department of MSME and Export Promotion shall release the ODOP margin money subsidy against all applications submitted.
	It Includes: - • Margin Money Scheme Other Supports: - • MUDRA • PMEGP etc.

2.0 REVIEW OF LITERATURE

Community Development, ODOP Success & Financial Aspects:

Khalid, S. and Rashid, T. (2019) it tries to investigate artisans involved in the Silanwali Wood Cluster Market for the community development activities and inclusive community development initiatives. During the research, the interviews were conducted with the market leaders and workers/artisans in the said cluster. Respondents strongly believe that Aik Hunar Aik Nagar (AHAN) is the reason for their success and are confident that AHAN will keep identifying future business opportunities for them to embark upon.

Tjahjani, I. K. et al (2021) it highlights the level of readiness of the Batik Tulis Small and Medium Industry in Sidoarjo district in implementing One Village One Product (OVOP). The research location was selected by purposive sampling and the census method was used. The OVOP product selection criteria are 82 which is good indicator in terms of quality of the products and is included in the 4-star classification. The value still needs to be increased on several indicators, aspects of production, product development and community development, marketing aspects and product history to move up the rankings to 5 stars and be able to enter the export market.

Ndione, J. S. and Suzuki, K. (2019) this paper through its objective tries to develop a new framework suitable for OVOP Projects in Senegal with the design thinking approach. The analysis of this approach exposed new solutions and successful implementation tools in the field of social entrepreneurship. This focuses on providing marketing opportunities, nurturing human capital and supporting with finances and other subsidies and identify beneficiaries needs so that this approach to be a real success factor for serving the base of the economic pyramid.

Fadly, M. et al (2018) this study was conducted to analyze the strategy of developing district as the center of economic growth with One District One Product principle in Mukomuko District of Bengkulu. Quantitative analysis measurement (Scalogram, LQ, MRP, Overlay, and interaction) were used. The determination of the district development strategy, as a center of the economic growth, may be achieved through local participation. The participation of large private companies through CSR

(Cost Sharing Responsibility) programs, infrastructure development and rural transportation in the district are to be considered.

Saroso, D. S. and Fauzi (2013) the study examine the successful implementation of OVOP to the development of SMEs. There were 19 small-scale industries in Strawberry processed food were selected. The results state that the implementation of OVOP for the SMEs industry in Indonesia is very appropriate to be applied as there are a lot of small villages, each village has a special local product that can be developed and marketed. Most of the SMEs need assistance and support in terms of improving the production process, market penetration and in financial matters for entering the broader domestic market or even the international market.

Economic Impact & Sustainable Development:

Parilla, E. S. (2013) the paper tried to find out the economic impact of the One Town One Product OTOP program of the government in the Province of Ilocos Norte. Descriptive method and documentary examination were used to determine the status of OTOP program and its role in the economic development. Government agencies had assisted the OTOP businesses through skills training and business counseling. Employment has the biggest impact on the OTOP program in Ilocos Norte.

Natsuda, K. et al (2012) the purpose was the development of the OTOP program in Thailand. Random Sample Survey of 32 enterprises was done. It stated that the extra marketing help and extra financial aid has favored higher starred producers. OTOP marketing and financial help had not been fully supportive of lower graded producers. In terms of sustainability, it has not made more of an effort in making producers less dependent on government finance. One positive outcome has been employed for the marginalized. For purposes of nationwide rural development, the adoption of OTOP type schemes should be modified to achieve a better balance between the goals of immediate monetary benefits to producers and long-term sustainable development.

Mensah, C. N. et al (2020) the study examines the possible impact of One District One Factory policy in Ghana policy on its environment, validating the pollution haven or halo effect. Johansen co-integration test was used to examine the long-run relationship. This policy would only be

beneficial if it attracts cleaner industries, environmental regulations get much stringent and environmentally related taxes are elevated.

Technological and Marketing Aspects:

Jantavongso, S. and Pheokla, N. (2014) the main aim of the study was to identify factors that drive Thai SMEs and E-Business in the North Region of Thailand. The findings indicates that E-Business is a significant tool for Thai SMEs in the North Region of Thailand. E-Business can assist Thai SMEs in running their business in at least five areas: financial, operations, human resource, technology, and trust respectively. E-Business must encompass Social Commerce as its components.

Koswara, I. et al (2019) in this paper a qualitative exploratory method was used to know the steps taken by the Government on the marketing strategy of the tourism industry through the One Village One Product (OVOP) in West Java districts. The steps of government act as regulators and facilitators. OVOP'S superior tourism products are not only in the form of tangible products but also in the form of intangible products, such as cultural products, regional special arts, and natural charm. It is necessary to make a marketing communication model for the tourism industry.

Issa, F. O. and Lawal, A. O. (2014) this paper describes that to make OVOP work properly in Nigeria prompt actions are necessary on several fronts. To make products valuable and sustainable, the government should let the local people choose their specialty to revitalize their area, which is the "Self-reliance and Creativity" idea, and provide the local people with technical guidance and support in terms of sales promotion. The government would encourage successful villagers who succeeded in the OVOP movement to share their successes and failures with others, called a self-help group.

Mukai, K. and Fujikura, R. (2015) the study identifies factors that are crucial to financially sustainable projects. One significant problem is the emergence of similar goods from outside of the village. Human resources must be developed. In Laos, it is too early to evaluate the project, marketing channels have not yet been developed. The OVOP project encourages the use of unique features from each village, it should not be expected to see a one-size-fits-all approach.

Srivastava, D. et al (2021) this paper aims to develop a website used to find products and crafts in India on a single platform – like the traditional craft, world-famous work on clothes which seek to promote indigenous and specialized products and crafts. A sample of small rural entrepreneurs

under the One-District-One-Product (ODOP) program in India was surveyed using a structured questionnaire. The website so developed is a website to sell products manufactured by people of India in their houses or very small or medium-size industry, which provide all the functionality of the ODOP Website system portal.

Rural Development and Poverty Reduction through ODOP or Similar Movements:

Arshad, F. M. and Shamsudin M. N. (1997) this paper shows the success of the agricultural and rural programs in Malaysia and is reflected in the reduction in the poverty incidence in the rural sector from almost 60% in the 1970s to about 15% in 1995. There also exists a disparity of income between and within the sectors and poverty incidence is still high and serious in some sectors and regions. Hence, rural development is still an important agenda to the country's future development plan.

Sahn, D. E. and Stifel, D. C. (2003) this paper address the relative importance of rural versus urban areas in terms of asset poverty and other related living standards indicators and also measure overall inequalities in measures of living standards in African countries. The major finding is that living standards in rural areas lag far behind those in urban areas in terms of our inequality analysis and decomposition are limited to three indicators: the asset index, education, and health.

Pasaribu, S. M. (2007) this paper describes the experience of Thailand in rural development, specifically the success of their OTOP Program in the global market and discusses the potential of Indonesia to adopt a similar program for market expansion and poverty alleviation. Need to re-establish 'Made in Indonesia' with new spirit using flexible yet more comprehensive design of program planning to be implemented in a synergy mode. Three policy stages are suggested to consider in the establishment of the program, i.e., pre-program, mid-program and post-program. Lesson learned from Thai experience in the implementation of their OTOP Program is subject to intensively re-evaluated and adjusted for the suitable condition in Indonesia.

Role of Government & its Action plan for ODOP:

Rotich, J. et al (2014) it investigates the determinants of business performance of Micro and Small Enterprises in Kericho County, Kenya. A five-point Likert scale was used in a questionnaire on different attributes. There was non-availability of advisory services to businessmen where it can

develop business skill among them. Businessmen were not more initiative in bringing positive change in the existing culture and could not motivate customers well. All variables had a significant impact on profit and confirmed that all explanatory variables used in the model were very important for the performance of the business. Government should provide opportunities to businessmen for developing skills to promote their businesses.

Chandrasekaran, R. et al (2016) in this study a survey was made in Chennai to make an in-depth study of the problems of the entrepreneurs and their success in manufacturing sector. The government must evolve a mechanism to provide complete infrastructure and must facilitate enlisting of SME/MSME so that finance can be generated by Small Scale Industry. Corporate must be regulated in such away that they must consider it an integral part of big companies.

Kader, R. A. et al (2009) it presents the determinants of small business success as perceived and experienced by rural entrepreneurs. The results states that the internal factors are necessary, but they are insufficient for the business success of the ODOI entrepreneurs. The findings indicate that the government should actively play its pivotal role in skill training of workers, strengthening business competencies, investment in infrastructure and facilities for a conducive local business environment, effective market support services in terms of product promotion, market accessibility.

Kurokawa, K. (2009) the main objectives of the study are to understand the role of the OVOP approach as a development policy and to identify the conditionality of the effectiveness. The conclusion draws the recognition of decentralized government role in the OVOP movement. Decentralization and local coordination of the government function will be the essence of proper OTOP.

Personal Traits of Entrepreneur & Skill Development:

Insah, B. et al (2013) the paper explores the factors that affect business growth and the determinants of the size of business. Simple Regression Analysis was used to ascertain the factors that affect the size of businesses. Business age and record-keeping had significant impacts on business size. Business start-ups should be encouraged and supported to survive over time since the age of business played a significant role in the determination of firm size.

Thanh, L. H. et al (2018) this paper consider the early adaption of OVOP approach strategy in Vietnam. For effective implementation of the OCOP Movement, managerial implications are regarding the OCOP Steering Committees, the direction and guidance should be synchronous. Secondly, market promotion, and supported activities by authorities and government should be improved in the path of better linking between sellers and buyers. Finally, leaders of cooperatives, enterprises and farmers should self-enhance their knowledge and effectively participate in training courses.

Aqeel, A. M. et al (2011) in this exploratory study, the Judgmental Sampling technique was employed to identify success factors that leads to reach the distinctive level. A core success factor for the businesses are the proprietor's strong faith and beliefs, interest in their respective fields, the persistence in time of recession and crisis. Superior customer service which accelerates the business growth and the market analysis are also important success factors.

Schumann, F. R. (2016) this paper describes the critical analysis of the implementation of OVOP in different contexts. The OVOP model undeniably holds great potential for communities. Human Resource Development in the communities needs to remain at the forefront for starting OVOP and for sustaining its operation. People-centered leadership is critical in maintaining the trust and motivation of OVOP participants. The cases also revealed that individuals benefited from training and increased income by participating in OVOP activities. One of the strengths of OVOP is that they tend to be less vulnerable to external factors.

Chandrasekaran, R. and Karlus, E. N. (2016) this study reveals the various factors for the success of entrepreneurs in Chennai, Tamil Nadu. The inferential analysis on the sample is done by using statistical tools like the One-way ANOVA test and t-test. The reports shows that the educated people can adopt better strategies to make their business successful in the global era. People from a high-income group have the financial freedom to invest in their businesses.

Masuo, D. et al (2001) this paper aims to identify factors associated with the perception of business and family success and tries to compare single manager and dual manager family business households. There is a unique relationship between family success and business success, family success positively impacts business success. Efforts must be made to identify relevant attributes and

to utilize more complete measures of success to provide greater insight into the complex interface between the family and the business in family businesses.

Rogoff, E. G. et al (2004) the goal of the study is to test for the presence of the effects of attribution bias on the part of business owners in identifying those factors they believe contribute to or impede their business success. The empirical analysis shows that both biases described by attribution theory can be observed among entrepreneurs and can be used in describing how entrepreneurs view factors that contribute to or impede their success. A fundamental attribution bias suggests that both entrepreneurs and those who study entrepreneurs at least partially should discount conclusions that some owners may make as to the causes of business outcomes.

Challenges and Impediments in ODOP or Similar Movement:

Karki, B. B. (2010) this study presents the current scenario of entrepreneurship development and to understand major areas of regulation of the Government for doing business with the introduction of One Village One Product (OVOP) and practice of OVOP in various countries. In finding thereof, starting a business, getting credit, protecting investors, paying taxes, trading across borders, enforcing contracts, and closing a business are main indicators that are used to evaluate whether the favorable business environment is available to start a business or not. This indicator falls under ease of doing business. Through OVOP, local resources, skills, and human resources can be utilized and produce quality goods and services.

Widiyanti, A. (2018) this paper describes the characteristics of the OVOP movement in Japan and Indonesia, and the economic mechanism to understand the success story of the OVOP movement in Japan. This paper focuses on comparing the cases qualitatively. In the findings, the differences of implementation of OVOP in Indonesia and Japan arose because of the context in which OVOP was implemented in Indonesia such as its lack of community initiation, lack of educated producer, lack of rural finance, the hazy target project and less acceptance market with SMEs product.

Miagina, A. et al (2021) this paper tries to identify local agricultural commodities in the West Tobelo Municipality and to recognize such commodities that have the potential to become a superior commodity. The Location Quotient (LQ) method was used for determining the distribution of commodities or identifying areas according to their potential. In findings, the identification of local

potential in each village makes it easy to identify the superior advantages of each village. There was a lack of public awareness of the potential, lack of insight and skills that minimize creativity, lack of role of local government. Efforts and hard work are needed to implement a One Village One Product (OVOP).

3.0 RESEARCH GAPS & NEED OF THE STUDY

In Uttar Pradesh, the One District One Product (ODOP) Programme has been initiated from January-2018 by Government of Uttar Pradesh. Hence, there are very few research works available. Considering the studies available in India and abroad, the following gaps in studies have been identified:

- The researcher does not find any study in India or abroad in which the rationale of adopting ODOP or such similar programmes named differently, has been discussed.
- There are very few studies which are covering the effectiveness of this programme in terms of the success rate of the business unit in a particular area or district.
- The researcher fails to find the study in which the criteria and process of selecting the product in a particular district or area, has been described.

Therefore, there is a need for scientific research which may cover the following:

- Justify the need for such a programme in one of the largest states of the country like Uttar Pradesh.
- Justify the process for identifying the product under the programme for a particular district.
- Design the role of Government machinery to make this ODOP programme a success.

4.0 RESEARCH QUESTIONS

The following research questions have been raised in the proposed study to find out the adequate answers:

- Does the proposed ODOP programme be useful for the industrial development of districts in Uttar Pradesh?
- How will this programme create a difference from the prior policies for MSME in the state?
- Up to what extent the Uttar Pradesh Government will be successful to provide financial assistance, technical support, advertising, publicity, and marketing opportunities to selected products?

- Does the ODOP programme be successful to reduce regional imbalances?
- Does the ODOP programme be successful to create employment at the local level to reduce economic inequalities?
- Will the Government be successful to return the lost regime of selected/identified products in particular districts?
- Will ODOP programme be helpful to establish the local product at the global level?

5.0 STATEMENT OF THE PROBLEM

The proposed study outlines the research problem as:

"Does ODOP Programme be Successful for the Economic Development of Uttar Pradesh and able to revive the glory of Traditional Handicraft Products of the State?"

6.0 OBJECTIVES OF THE STUDY

In the proposed study, research objectives are as follows: -

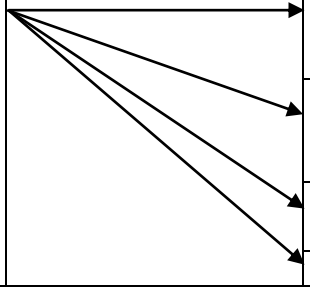
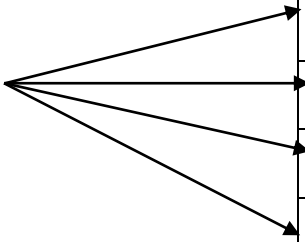
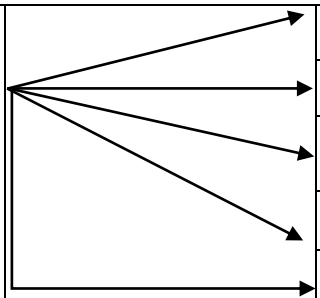
1. To study the rationale of the ODOP Programme of the Uttar Pradesh Government and to analyze the progress of the ODOP Programme so far.
2. To examine the 'Enterprise Development Support System' (Government Policies, Common Facility Centre Scheme, Marketing Development Assistance Scheme, Skill Development & Tool Kit Distribution Scheme, and Finance Assistance Scheme) of ODOP.
3. To study the economic changes in Uttar Pradesh in general and Western Uttar Pradesh in particular during the study period i.e., from 2018-19 onwards, on account of ODOP.
4. To identify the key factors for the success of the ODOP Programme in the state in general and western Uttar Pradesh in particular.
5. To find out the problems faced by business units in ODOP Programme and prepare an action plan to mitigate these problems.

7.0 RESEARCH DESIGN AND METHODOLOGY

7.1 HYPOTHESES:

To make research work authentic, the following hypotheses are being formulated to test:

H_{01}	There is no significant impact of the ODOP Programme on -	**Economic Development of State.**	▪ Increase in MSMEs in State. ▪ Increase in Employment in State. ▪ Increase in Exports of State. ▪ Increase in Gross State Domestic Product (GSDP)
H_{02}	There is no significant impact of the ODOP Programme on	**Economic Development of Districts.**	▪ New Job Opportunities created at District Level. ▪ Increase in number of Units of Selected Product(s). ▪ Increase in Sales Volume of Selected Product(s).
H_{03}	There is no significant relationship between the Common Facility Centre Scheme (CFCS) of ODOP Programme and:		Preservation and Development of Local Crafts/Skills. Reduction in Labour Migration. Enhancement of Exports of Selected Products. Improvement in Packaging, Branding, and Market Promotion of Selected Products. Improvement in Product Quality and Skill Development. Increase in Employment Opportunities. Improvement in Income.
H_{04}	There is no significant relationship between the Marketing Development Assistance Scheme (MDAS) of ODOP Programme and:		Enhancement of Exports of Selected Products. Improvement in Packaging, Branding, and Market Promotion of Selected Products.
H_{05}	There is no significant relationship between the Financial Assistance Scheme (FAS) of ODOP Programme and :		Preservation and Development of Local Crafts/Skills. Reduction in Labour Migration. Enhancement of Exports of Selected Products.

			Improvement in Packaging, Branding, and Market Promotion of Selected Products. Improvement in Product Quality and Skill Development. Increase in Employment Opportunities. Improvement in Income.
H_{06}	There is no significant relationship between Skill Development and Tool Kit Distribution Scheme (SD-TKDS) of ODOP Programme and :		Improvement in Packaging, Packing Material of Selected Products. Improvement in Product Quality. Increase in Skilled Labourers. Improvement in Income of Workers/Artisans.
H_{07}	All Key Factors has equal role for the success of the ODOP Programme:		Production Aspects. Financial Aspects. Marketing Aspects. Customer Management. Personal Traits of Entrerpreneur.

7.2 VARIABLES OF THE STUDY:

In the proposed study, the researcher presents in the table below the number of variables that are sub-group collectively into dependent and independent variables.

TABLE – 03: LIST OF INDEPENDENT AND DEPENDENT VARIABLES

INDEPENDENT VARIABLES	DEPENDENT VARIABLES
ODOP Programme (CFCS, MDAS, FAS, SD-TKDS)	Economic Development at State Level ▪ Increase the numbers of MSMEs. ▪ Increase in Employment opportunities. ▪ Increase Exports of State. ▪ Increase Gross State Domestic Products (GSDP) Economic Development at District Level ▪ New Job Opportunities created at District Level ▪ Increase in Number of Units of Selected Product(s) ▪ Increase in Sales Volume of Selected Product(s)

Common Facility Centre Scheme (CFCS)	▪ Preservation and Development of Local Crafts/Skills. ▪ Reduction in Labour Migration ▪ Enhancement of Exports of Selected Products. ▪ Improvement in Packaging, Branding, and Market Promotions of Selected Products. ▪ Improvement in Product Quality & Skill Development. ▪ Increase in Employment Opportunities. ▪ Improvement in Income.
Marketing Development Assistance Scheme (MDAS)	▪ Enhancement of Exports of Selected Products. ▪ Improvement in Packaging, Branding, and Market Promotions of Selected Products.
Finance Assistance Scheme (FAS)	▪ Preservation and Development of Local Crafts/Skills. ▪ Reduction in Labour Migration. ▪ Enhancement of Exports of Selected Products. ▪ Improvement in Packaging, Branding, and Market Promotions of Selected Products. ▪ Improvement in Product Quality & Skill Development. ▪ Increase in Employment Opportunities. ▪ Improvement in Income.
Skill Development and Tool Kit Distribution Scheme (SD-TKD)	▪ Improvement in Packaging and Packing Material of selected products. ▪ Improvement in product quality. ▪ Increase in Skilled laborers. ▪ Improvement in Income of Labourers/ Workers / Artisans.

7.3 SCOPE OF THE STUDY: In this study, government policies/schemes, various action plans, and related institutions will be explored and studied which are directly or indirectly related to the One District One Product Programme of Government of Uttar Pradesh, introduced in the year 2018. The manufacturers/traders/exporters of those products that are identified district-wise in One District One Product Programme will also be included in the study.

7.4 UNIVERSE OF THE STUDY: In the proposed study, the state of Uttar Pradesh at present with its 18 Administrative Divisions consisting of 75 Districts makes the universe of the study. Here, the universe of study has been shown by the political map of Uttar Pradesh present below:

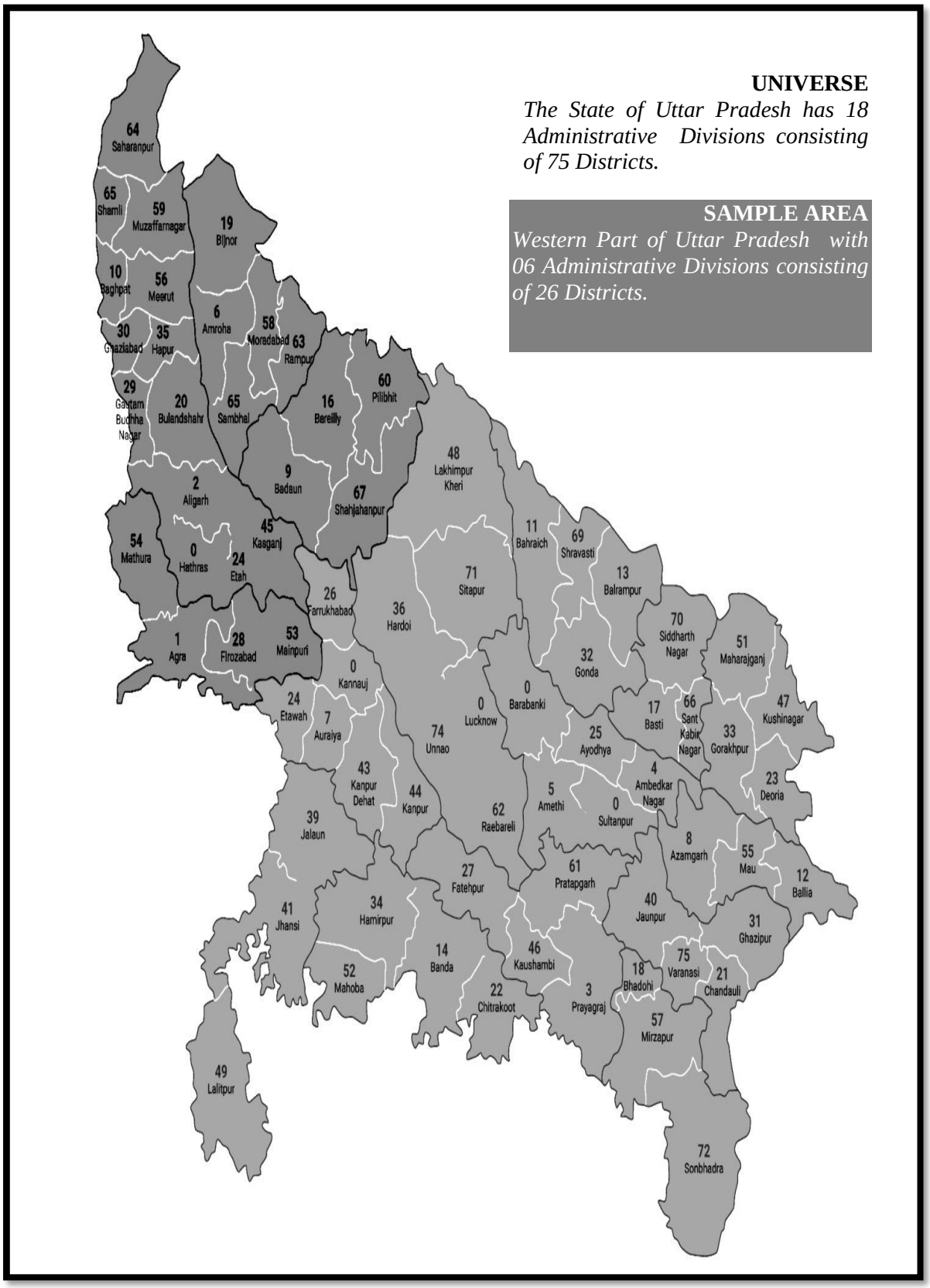


Figure – 01: Political Map of Uttar Pradesh

(Source: https://static.investindia.gov.in/2021-01/InvestIndiaUPODOP.pdf)

TABLE – 04: THE LIST OF PRODUCTS DISTRICT-WISE IDENTIFIED UNDER THE ODOP PROGRAMME

1. AGRA DIVISION				
Districts (04)	Agra	Firozabad	Mainpuri	Mathura
Products Identified	*Leather Products*	*Glass Ware*	*Tarakashi Art*	*Sanitary Fittings*
2. ALIGARH DIVISION				
Districts (04)	Aligarh	Etah	Hathras	Kasganj
Products Identified	*Locks and Hardware*	*Ghungroo Ganti (Brass Bells)*	*Hing 'Asafoetida'*	*Zari Zardozi*

3. AYODHYA DIVISION					
Districts (05)	Ambedkar Nagar	Amethi	Ayodhya (Faizabad)	Barabanki	Sultanpur
Products Identified	*Textile Products*	*Moonj Products*	*Jaggery*	*Textile Products*	*Moonj Products*

4. AZAMGARH DIVISION			
Districts (03)	Azamgarh	Ballia	Mau
Products Identified	*Black Clay Pottery*	*Bindi*	*Powerloom Textile*

5. BAREILLY DIVISION				
Districts (04)	Bareilly	Budaun	Pilibhit	Shahjahanpur
Products Identified	*Zari Zardozi*	*Zari Zardozi*	*Flute*	*Zari Zardozi*

6. BASTI DIVISION			
Districts (03)	Basti	Sant Kabir Nagar	Siddharth Nagar
Products Identified	*Wood Craft*	*Brassware Crafts*	*'Kala Namak Rice'*

7. CHITRAKOOT DIVISION				
Districts (04)	Banda	Chitrakoot	Hamirpur	Mahoba
Products Identified	*Shazar Stone*	*Wooden Toys*	*Leather Juti*	*Gaura Stone Craft*

8. DEVIPATAN DIVISION				
Districts (04)	Bahraich	Balrampur	Gonda	Shravasti
Products Identified	*Craft (Wheat Stalk)*	*Food Processing (Pulses)*	*Food Processing (Pulses)*	*Tribal Craft*

9. GORAKHPUR DIVISION				
Districts (04)	Deoria	Gorakhpur	Kushinagar	Maharajganj
Products Identified	*Decorative Products*	*Terracotta*	*Banana Fibre Product*	*Furniture*

10. JHANSI DIVISION			
Districts (03)	Jalaun	Jhansi	Lalitpur
Products Identified	*Handmade Paper Art*	*Soft Toys*	*Zari Silk Sarees*

11. KANPUR DIVISION						
Districts (06)	Auraiya	Etawah	Farrukhabad	Kannauj	Kanpur Dehat	Kanpur Nagar
Products Identified	*Food Processing (Desi Ghee)*	*Textile Products*	*Block Printing*	*Scent, Itar*	*Utensils*	*Leather Products*

12. LUCKNOW DIVISION						
Districts (06)	Hardoi	Lakhimpur Kheri	Lucknow	Rae Bareli	Sitapur	Unnao
Products Identified	*Handloom*	*Tribal Crafts*	*Chickan Kari & Zari Zardozi*	*Wood Crafts*	*Dari, Carpets*	*Zari Zardozi*

13. MEERUT DIVISION						
Districts (06)	Baghpat	Bulandshahar	Gautam Budh Nagar	Ghaziabad	Hapur	Meerut
Products Identified	*Home Furnishing*	*Pottery*	*Readymade Garments*	*Engineering Goods*	*Home Furnishing*	*Sports Products*

14. MIRZAPUR DIVISION			
Districts (03)	Mirzapur	Bhadoi	Sonbhadra
Products Identified	*Carpets*	*Carpets*	*Kaleen, Carpets*

15. MORADABAD DIVISION					
Districts (05)	Amroha	Bijnor	Moradabad	Rampur	Sambhal
Products Identified	*Musical Instrument (Dholak)*	*Wood Craft*	*Metal Craft*	*Patch Work*	*Handicraft (Horn Bone)*

16. PRAYAGRAJ DIVISION				
Districts (04)	Allahabad (Prayagraj)	Fatehpur	Kaushambi	Pratapgarh
Products Identified	*Moonj Products*	*Bed Sheets*	*Food Processing (Banana)*	*Aamla Products*

17. SAHARANPUR DIVISION			
Districts (03)	Muzaffarnagar	Saharanpur	Shamli
Products Identified	*Jaggery*	*Wood Crafting*	*Rim and Axle*

18. VARANASI DIVISION				
Districts (04)	Chandauli	Ghazipur	Jaunpur	Varanasi
Products Identified	*Zari Zardozi*	*Wall Hanging (Jute)*	*Dari, Carpets*	*Banarasi Silk Sarees*

Source: ODOP Book – http://odop.up.in

7.5 SAMPLE AREA AND SIZE: To build the sample size in the proposed study, through the systematic sampling technique the part of western Uttar Pradesh will be taken which comprises 6 administrative divisions (out of 18 in Uttar Pradesh) which consist of 26 districts (Out of 75 districts in Uttar Pradesh). Hence, almost $^{1}/_{3}$ part of Uttar Pradesh will be covered in this study. The table given below shows the sample area and number of sample units taken in the proposed study.

TABLE – 05: SAMPLE AREA AND NUMBER OF SAMPLE UNITS OF THE STUDY

S.No.	Administrative Division of Uttar Pradesh	Districts Under Administrative Divisions	Identified Products	Units Working	Sample [@ 10%]
1	AGRA	Agra	Leather Products	480	48
		Firozabad	Glass Ware	1200	120
		Mainpuri	Tarakashi Art	120	12
		Mathura	Sanitary Fittings	40	4
			Sub-Total (1)	**1840**	**184**
2	ALIGARH	Aligarh	Lock and Hardware	450	45
		Etah	Ghungroo Ganti (Brass Bells)	2000	200
		Hathras	Hing ‘Asafoetida’	40	4
		Kasganj	Zari Zardozi	200	20
			Sub - Total (2)	**2690**	**269**
3	BAREILLY	Budaun	Zari Zardozi	250	25
		Bareilly	Zari Zardozi	1700	170
		Pilibhit	Musical Instrument (FLUTE)	425	43
		Shahjahanpur	Zari Zardozi	100	10
			Sub - Total (3)	**2475**	**248**
4	MEERUT	Baghpat	Home Furnishing	40	4
		Bulandshahar	Pottery	253	25
		Gautam Budh Nagar	Ready-Made Garments	650	65
		Ghaziabad	Engineering Goods	450	45
		Hapur	Home Furnishing	300	30
		Meerut	Sports Products	500	50
			Sub - Total (4)	**2193**	**219**
5	MORADABAD	Amroha	Musical Instruments (DHOLAK)	250	25
		Bijnor	Wood Crafts	100	10
		Moradabad	Metal Crafts	4000	400
		Rampur	Patch Work	200	20

		Sambhal	Handicraft (Horn Bone)	500	50
			Sub - Total (5)	**5050**	**505**
6	SAHARANPUR	Muzaffarnagar	Jaggery	89	9
		Saharanpur	Wood Crafting	450	45
		Shamli	Rim Axle	250	25
			Sub - Total (6)	**789**	**79**
			GRAND TOTAL [(1) +(2)+(3)+(4)+(5)+(6)]	**15037**	**1500**

Source: http://www.dcmsme.gov.in/schemes/Clusters.pdf

7.6 DURATION OF THE STUDY: In the proposed study, will cover the period from 2018 -19 onwards for analysis purposes.

7.7 COLLECTION OF DATA:

- **Primary Data:** Primary data will be collected through a personal interview, survey through structured questionnaires/schedules from respondents such as entrepreneurs and workers engaged in the business of identified products, government officials, and other beneficiaries. A "Likert 5 Point Scale" will be used for the same.
- **Secondary Data:** The secondary data will be collected from previous studies and research papers. Other generalized sources shall be from Books, Articles in Newspapers (The Hindu, The Times of India, Hindustan Times, The Economic Times etc.), Reports, Periodicals, Journals, Magazines, and the other related websites (http://odop.up.in, https://diupmsme.upsdc.gov.in, https://epbupindia.in, https://upepc.org etc.) accessed time to time during the process of research work.

7.8 STATISTICAL TOOLS AND TECHNIQUES

In the proposed study, the research work will be categorized as both Qualitative and Quantitative. To analyse the collected data, both types of statistical techniques i.e., Descriptive statistics and Inferential Statistics will be used to obtain the best reliable results and inferences. Factor Analysis (CFA), Time Series Analysis, Correlation, Regression Model, Parametric Test (such as z-Test, ANOVA, etc.) and Non-Parametric Test (such as Chi-Square test, Spearman Rank Correlation, etc.) following suitability in proposed research work shall be used for analyzing the data as per its nature and requirement.

7.9 RESEARCH METHODOLOGY

TABLE – 06: LIST OF RESEARCH METHODOLOGY TO BE FOLLOWED

S.No.	RESEARCH OBJECTIVES	RESEARCH METHODOLOGY *(To Be Followed)*
1.	To study the rationale of the ODOP Programme of the Uttar Pradesh Government and the progress of the ODOP Programme so far.	In response to achieving the first and second research objectives, the said ODOP Programme from its inception will be examined. During the process of research, entrepreneurs, and workers engaged in the business of identified products, the government officials and other beneficiaries will be respondents and approached for personal interviews and survey to ratify the secondary information. Furthermore, related websites and reports will be accessed and reviewed to collect the facts associated with this part.
2.	To examine the 'Enterprise Development Support System' (Government Policies, Common Facility Centre Scheme, Marketing Development Assistance Scheme, Skill Development and Tool Kit Distribution Scheme, and Finance Assistance Scheme) of ODOP.	
3.	To study the economic changes in Uttar Pradesh in general and Western Uttar Pradesh in particular during the study period i.e. from 2018-19 onwards on account of ODOP.	For achieving this objective, pre and post-analysis will be conducted.
4.	To identify the key factors for the success of the ODOP Programme in state in general and Western Uttar Pradesh in particular.	To fulfill the said objective, the researcher will survey with a structured questionnaire and with help of factor analysis (CFA) will identify the determinants.
5.	To find out the problems faced by business units in the ODOP Programme and prepare an action plan to mitigate these problems.	Based on inferences, results, and final analysis from the study, problems will be reported in an optimum action plan will be suggested for the same.

8.0 CHAPTERS PROPOSED

Chapter – 01: ODOP Programme - An Introduction

Chapter – 02: Research Layout

Chapter – 03: Economic and Social Profile of Uttar Pradesh

Chapter – 04: Profile of Respondents / Beneficiaries / Workers of identified products

Chapter – 05: Data Analysis and Testing of Hypotheses

Chapter – 06: Findings, Conclusions, and Suggestions

9.0 IMPLICATION OF STUDY

In the proposed study the researcher will examine the ODOP program and analyze its impact on economic development - employment generation, export promotion of the western part of the state. This study on its accomplishment will prove to be an immense benefit for economic revitalization and

inclusive development of those states in the country which are facing the problem of income inequality, increasing pressure of rural-urban migration, fading local skills and crafts and lack of employment opportunities.

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